Nova Scotia

Department of TOURISM

ANNUAL REPORT

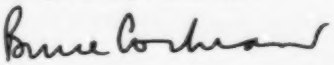
for the fiscal year
ended march 31, 1981

To His Honour
The Honourable John E. Shaffner
Lieutenant Governor of Nova Scotia

May it Please Your Honour:

I have the honour to submit the Annual Report of the Department of Tourism for the fiscal year ending March 31, 1981.

Respectfully submitted



Honourable Bruce Cochran
Minister of Tourism

The Honourable Bruce Cochran
Minister of Tourism
Province of Nova Scotia
Halifax, Nova Scotia

Sir,

I have the honour to present to you the report of the Nova Scotia Department of Tourism for the fiscal year ended March 31, 1981.

In the latter part of 1980, the consulting firm of Coopers Lybrand were commissioned to do an organizational study on the Department. I had the honour to be appointed Deputy Minister in May of 1980, and have since had the opportunity of implementing the recommendations of the consultants' report. The accompanying organizational chart indicates the operational format now being used within the Department.

For the 1980 tourism season, the theme approach was once again employed in marketing endeavours with the Super Summer '80 promotion. The total number of visitors during that season was 1,200,000 and tourist expenditures reached a record high of approximately $450,000,000.

A major effort was begun to prepare tourism master plans for each of the province's regions.

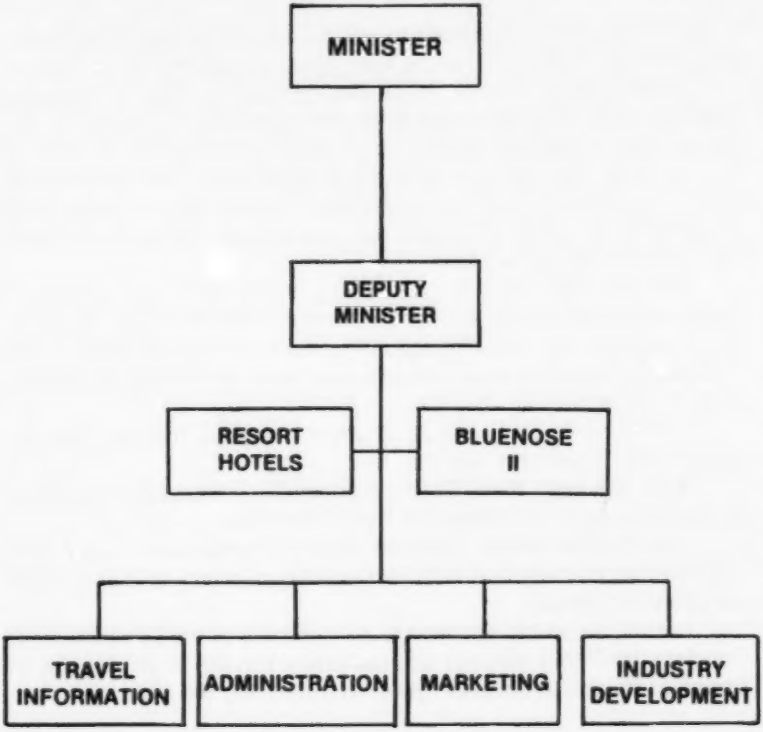
Also this year, Nova Scotia's goodwill ambassador, Bluenose II, participated in the Parade of Sail in Boston.

The Resort Hotels Division again experienced a very successful year of operation with increased occupancy and an extended operating period.

I would extend to you and to all members of the Department of Tourism staff my sincere appreciation for the high degree of cooperation and assistance given to me during the year.

Kenneth M. Mounce
Deputy Minister

DEPARTMENT OF TOURISM



PLANNING AND DEVELOPMENT DIVISION

During the past fiscal year the division has been responsible for management and implementation of several major projects.

In planning, the division is in the midst of a major program to prepare Tourism Master Plans for each of the seven regions in the province which will eventually be expanded and coupled with the efforts of Voluntary Planning to form a provincial master plan for tourism.

The Master Plan is essential to enable Nova Scotia tourism to progress in light of changing tourism patterns, caused primarily by the energy situation.

A pilot study for the Northumberland Shore region is complete and has since been expanded to the Eastern Shore and South Shore regions. The study will be undertaken in each of the remaining four tourist regions.

The planning section has also given continuing technical assistance on short and long term planning to area tourist associations and community groups. Studies were undertaken to assess and outline potential within the tourist industry and technical assistance was provided to groups for small site planning studies.

The tourist Travelway System is being studied in detail to assess the impact of the 100 series highways on existing tourist facilities and a new form of decision point bureau has been built and is currently under evaluation.

The development section continued to provide accommodation inspection assistance to other department areas in addition to technical help for the private sector.

DREE Sub-Agreement

Aside from on-going planning, the section continued to implement the DREE/Tourism sub-agreement. Within the Cape Breton region, the Louisbourg Waterfront Development has begun with the first phase, including site development and landscaping, complete. Construction of a craft village and sales facility are underway.

Upgrading of facilities continued at the Highland Village in Iona, including the construction of a museum and orientation building. Construction of performance centre and the upgrading of many historical structures were undertaken. Landscaping and site work is continuing.

In the Northumberland Shore Region, several projects are underway in Pictou County including improvements to the entry

point at Wood Islands-Caribou, which included the construction of a major tourist centre on the Prince Edward Island side. The ferry terminal facilities at Caribou are being improved with new food services, gift shop, waiting rooms, entry signage, landscaping and water and sewer upgrading.

Within the Town of Pictou, construction is underway on a major multi-use tourist activity centre which includes a Marine Hospitality Centre, adjacent to Pictou Harbour. A second phase under negotiation will include the development of a Tourist Festivals Centre in New Glasgow.

An exciting development is underway at Annapolis Royal which will see the historic downtown area developed as an attraction. As part of this same program, approximately $750,000 is being spent on a botanical gardens facility which, when complete, will have the capacity to be promoted internationally.

The Fisheries Museum in Lunenburg and wharf structures were built.

On the Eastern Shore, funds have been slated for tourism projects and negotiations are underway with the tourist association and other local groups to finalize several plans.

At Sherbrooke Village, the first three years of restoration was completed, a new administration building was built, and the research finished for construction of an historical gold mine facility.

At the Two Rivers Wildlife Park in the Louisbourg Destination Area most of the work is in the final stages with completion of the administration building, parking lot, access road, animal enclosures and park boundary fence.

Snowmaking equipment is installed and in operation at five ski slopes in the province.

In other areas of the province several programs have either been completed or are underway.

The Incentives (Interest Rebates and Grants) Program gained momentum with the appointment of a tourism development officer. A total of 17 new and expansion grants, 75 modernization grants and 21 interest rebates were awarded.

Hospitality Industry Program

Under the Hospitality Industry Program, a manual was completed and eight seminars held with 110 operators in attendance.

A study and evaluation of the entire tourist bureau information system has also been undertaken.

Training

The co-ordinator and the two accommodation development officers held eight spring workshops from April 15 until June 10 with 210 persons in attendance. Workshops were held in Stellarton, Antigonish, Truro, Yarmouth, Sydney, Port Hastings, Amherst and Smith's Cove.

Inspection Services

This section is responsible for administering the Hotel and Camping Establishments Acts and regulations. The division has three sections including inspection, counselling, and statistics, with some personnel having overlapping duties.

In all, 87 letters relating to accommodation and related facilities were received dealing with a variety of compliments and complaints. All those received by the department were dealt with by staff.

Accommodation

During 1980, 379 hotels were licensed, a decrease of eight from the previous year. Total available rooms were 10,619, an increase of 105. The average number of rooms per licensed hotel was 28.

Sixteen establishments were sold and continued operation under new ownership, 37 made structural improvements, swimming pools were provided in 61 places, 232 have television in all units and 121 serve three meals a day. There are 201 establishments open year-round and 178 are seasonal. Two licenses were refused because they did not meet the requirements of the Hotel Regulations, and one conditional license was issued.

There were 376 inspections of roofed accommodations. A general evaluation of establishments was prepared.

Ten Year Review

Accommodation has increased from 9,083 rooms in 1971 to 10,619 in1980, a net increase of 1,536. This figure, however, does not reveal the changes in standards. During this period, 3,873 new rooms have been constructed and 557 additional rooms are available in tourist homes. A total of 2,155 rooms were removed from service as older establishments went out of business.

Standards in Nova Scotia continue to improve. New, more modern rooms replace obsolete accommodations. The number of

motels, hotels, and tourist homes shows an increase, while the number of cabins has declined.

Occupancy Statistics:

Room Occupancy statistics are as follows:

	1978	1979	1980
Hotels	57%	62%	64%
Motels	54%	56%	58%
Tourist Homes	25%	32%	30%
Cabins	43%	32%	44%

Guest/Day Statistics on the number of overnight guests are:

	1979	1980	Increase/Decrease
January	114,037	111,936	- 2,101
February	121,352	125,414	+ 4,062
March	157,500	154,839	- 2,661
April	158,535	141,930	- 16,605
May	179,586	195,320	+ 15,734
June	243,796	252,492	+ 8,696
July	444,270	457,972	+ 13,702
August	458,360	490,028	+ 31,668
September	333,307	335,122	+ 1,815
October	218,219	233,206	+ 14,987
November	137,644	134,967	- 2,677
December	91,659	96,060	+ 4,401
	2,658,265	2,729,286	+ 71,021(3%)

These figures indicate an increase in the number of guests accommodated for each month of 1980 except for January, March, April and November.

Other Divisional Activities

The co-ordinator of inspection services was appointed departmental representative in the Canadian Food Service Executive Association and spoke to students at Dartmouth High School Career Days, addressed students from Sir Sanford Flemming College, and represented the Department at the Nova Scotia Farm and Country Vacation annual meeting. The coordinator is departmental representative on the International Committee on the Status of Women and the Nova Scotia Resources Development Board, and is

a member of the Hospitality Industry Project team.

Division staff are also members of various intergovernmental committees such as the deputy ministers' land use committee, and they liaise with private industry, voluntary planning, and other agencies in formulating joint planning documents.

Campground Inspection Report

During 1980, 336 inspections of existing campgrounds and 33 site visits to proposed campgrounds were carried out. Counselling was given on 10 sites re: improving facilities. Four special visits were made to check on written complaints received.

In addition, campground inspectors manned booths at two outdoor travel and camping shows in Boston and Toronto. The senior inspector attended a management course conducted by the Technical University of Nova Scotia (TUNS) and the Tourism Industry Association of Nova Scotia (TIANS) in Halifax and a Canadian Standards Association (CSA) meeting in Toronto. The senior inspector is also chairman of an interdepartmental committee on indiscriminate camping and litter.

Meetings were held with the traffic division of the Department of Transportation, and with the Department of Education to discuss road signage and campground staff training.

Trends in Camping

The trend is moving in the direction of more seasonal stays, with many camping units remaining at one site for the full season. Out of province campers have dropped off slightly while some campground owners report an increase in this area.

The existing campgrounds continue to improve their facilities with more and better hookups and recreational services. Available campsites in the province now total 13,844 with 10,738, or 78 per cent, run by private operators.

Marketing and Promotion

Under the reorganized department, the research section was transferred to Marketing from Planning and Development. Also,sections of Marketing were transferred to the newly-formed Travel Information Division. The transfers became effective January 3, 1981.

Advertising

The 1980/81 advertising campaign was designed to create a positive awareness of Nova Scotia as a unique and different destination. The Super Summer '80 promotion was geared to promote the province as an activity vacation place with plenty to do and see. Three major events — the Tattoo, the 375th Anniversary of the arrival of the French at Port Royal, and the Meet the Navy Show — were stressed in regional and other Canadian markets.

The "It's So Nice" campaign included four-colour magazine advertising in Central Canada and the northeastern United States.

Regional advertising was enhanced to encourage more resident travel and to promote an awareness of Super Summer '80 and corresponding events. Cooperative activities were continued with CN and Lion Ferry to build Yarmouth traffic, and the campaign was complemented with advertising aimed at addressing special interest and recreational vehicle traffic.

1980/81 Advertising

Subject	1980/81 Expenditures
Creative and Production	345,415
Canada and Northeastern USA	1,049,699
Regional	91,567
Co-operative	186,452
Off-Shore	395
Special Promotion — Super Summer '80	272,809
	1,946,337

The Marketing Division participated in major trade shows such as the American Bus Association, the National Tour Brokers Association, the Alliance for Canadian Travel Agents, Rendez-Vous Canada, and, for the first time, the World Travel Market, London, and Le Semaine Mondiale, in Paris. The province was chosen to represent Canada at the International Tourism Bourse (ITB) in Berlin, and the division also participated in workshops and seminars with tour operators, retail agencies, and motorcoach tour operators throughout Canada, New England, New York, and the United Kingdom.

Check Inns

The toll-free line was expanded to include a national Wats line and a contract was signed with CN Marine to deliver information on marine ferry schedules.

Check-Inns service was expanded to include a number of properties in Newfoundland, P.E.I., New Brunswick and Maine, and statistics and tracking studies on advertising were started. The section also expanded its efforts in the tour bus market, and statistics indicated an increase in the fall season.

Information calls have now surpassed the reservation calls and both areas experienced considerable percentage increases.

Research Section

The objective of the Research Section is to control the collection of data on the tourism industry. Staff develops, implements, and monitors programs and collects data for the purpose of providing information and analysis that will be useful in making departmental decisions, in forecasting policy internally, and in making private industry decisions.

Auto Exit Survey

The survey identifies and measures what non-resident overnight auto tourists did and spent from May 15, 1980, to October 31, 1980, and gives information on market profiles, tourism plant use and economic impact.

Tally of Motor Vehicles

This records motor vehicle, recreational vehicle and tour bus counts at entry points. In addition, Air Canada, Eastern Provincial Airways, Acadian Lines and VIA Rail supply data on public transportation and the results are published in "Visitor Travel to Nova Scotia, 1980".

Trends in Accommodation Demand and Supply

This summarized activity in 1980 commercial accommodation areas. Monthly occupancy report forms submitted by licensed commercial accommodation provided the information.

Tourist Data Summary

Non-resident travellers by all travelling modes spent $137,265,000

between June 1 and October 31, 1980. During that period approximately 1,146,800 non-resident travellers visited. Of total dollars spent, $100,050,000, or 73 per cent, was accounted for by non-resident motor vehicle traffic.

Between May 15 and October 31, 970,400 overnight non-resident auto travellers visited from Canada and the U.S. These visitors spent $103,190,000, excluding major purchases.

Non-resident overnight auto parties spent, on average, $258.00 per trip and stayed 5.94 party nights. The economic impact of that on total household income was $58,480,000, which translates into 57 cents in household income for each dollar spent. The total impact resulted in 5,580 man-years of employment, of which 3,370 man-years were in tourism-related industries.

Convention Development and Sales

In all, 30 sales calls were made on associations in Ottawa and 34 in Toronto. The department participated in the American Society of Association Executives in Washington, and in Meeting World Chicago '80, the two major trade shows attended by associations which hold conventions. The convention officer also accompanied the Department of Development Marketing Branch to Vancouver, Calgary and Edmonton.

Leads obtained from these calls and trade shows were sent to the Halifax Visitors and Convention Bureau and hotels and motels within the province.

Assistance was also given to associations planning conventions in Nova Scotia and in promoting attendance at conventions being held in the province.

Literature

The initial move was made to incorporate literature into one book, and the calendar of events, previously a separate brochure, was combined with the accommodations book. The Attractions brochure, Tour Book, and Nova Scotia Highways map were continued, and the Festivals and Events poster, again produced in two sizes, was very popular and tied in with Super Summer '80.

The division provided assistance to several private sector associations in developing their promotional literature.

For the first year, the outside back of all Department of Tourism publications had an advertisement for Check Inns.

Travel Trade

The Travel Trade manual has been circulated to 44,000 travel agents in the U.S. and 16,000 in Canada. The Arthur Frommer fly/drive package was continued with an increase of 24 per cent over the previous year. A similar program has been introduced in the mid-west and western United States by Laughlin Tours, and in Western Canada with New Horizon Holidays.

For the fourth year, the Department distributed the travel trade manual through Travel Weekly newspaper to 56,000 top trade organizers and agents. Nova Scotia is one of two Canadian provinces to have used this method and it gave the province a high profile in the industry.

Advertising was solicited from the industry and this proved successful and an ideal way to have a top quality trade guide in times of fiscal restraint.

Attractions and Events

Under the Attractions and Events Grants Program, 60 grants were given, totalling $97,590.00 These grants were made through the local Area Tourist Associations to eligible festivals and events within their geographic areas.

The Department of Tourism regional advertising program (N.B., P.E.I., and Nova Scotia) was directed totally towards festivals and events in the province. Over 70 such festivals received advertising support in this radio campaign.

The newly reconstitued Festivals and Events Association of Nova Scotia was given major organizational assistance. This association has over 60 festival members.

Counselling assistance was available to all Nova Scotia festivals and over 30 took advantage of this opportunity and received professional counselling.

Promotional Items

Delegates attending conventions, conferences, seminars and meetings were provided with tourist literature and promotional items. Special attention was given to those delegates attending out-of-province conventions who were attempting to encourage groups to plan future conventions and conferences in Nova Scotia.

Enrollment in "The Order of the Good Time" remained one of the most appreciated projects that this Department utilized in the

promotional area. Over 15,000 were presented in 1980-81.

Familiarization Tours

The Travel Counsellor coordinated 51 familiarization tours of Nova Scotia for the media including a special group of 34 members of the Society of American Travel Writers, which resulted in excellent coverage throughout North America, the United Kingdom and West Germany.

There were 26 fam tours for tour wholesalers, operators and travel agents, including a group of 18 travel agents from Toronto who came on EPA's inaugural non-stop flight. Eighty-five per cent of these tours were in co-operation with the Atlantic Canada Tourism Plan and the Canadian Government Office of Tourism. Of 77 tours, 39 were conducted by division staff.

Portland Office

This office services inquiries from U.S. residents by mail or over the Check Inns information/reservation system. It is open throughout the year and its permanent staff of three was augmented by eight Nova Scotians from April until August. Over 35,000 inquiries were serviced.

The office is also the U.S. terminal for inquiries from American residents to the four Atlantic Provinces' combined promotional campaign in the U.S. Each of the Atlantic Provinces had representatives funded through the Atlantic Canada Tourism Program. More than 21,000 inquiries on Atlantic Canada were handled.

The manager assisted Department representatives from Halifax at the National Tour Promoters Convention and at the American Bus Association Convention, the two major tour wholesalers and convention operators in North America.

Montreal Office

This is the Department's only office in Canada outside Nova Scotia. During the year, the manager responds to requests for audio-visuals and tourist information in the French language, distributes travel releases to the Quebec media in both official languages, maintains communication with travel agents, tour operators, and the Canadian Automobile Association, and has represented the Department at trade shows in Montreal, Ottawa, Quebec City, and in France. Films and audio-visuals on Nova Scotia were shown to tour operators and

private groups and clubs.

In addition, more than 5,700 individual tourist information inquiries were handled.

Other Activities

Nova Scotia Invitational Media Match

The first Invitational Media Match took place at St. George's Bay between mainland Nova Scotia and Cape Breton Island with participating teams from the United States, Mexico, England, Japan, Germany and Canada fishing for giant bluefish tuna.

The competition and resulting articles published by the media guests were successful in increasing the demand by big game fishermen for charter boats throughout the province.

General Fishing

More than 60 salt water and cruising charter boats provided a successful season for visitors seeking ground and big game fish on more than 4,600 miles of coastal waters. Early season fishing due to good weather resulted in larger catches reported by charter operators.

Striped bass fishing participation increased in Colchester and Guysborough counties with larger catches reported from both areas. Annapolis, Yarmouth, Lunenburg and Queens counties reported exceptional catches early and average catches during the remainder of the season.

Fresh water angling was excellent throughout the province, with an increased catch of Atlantic salmon reported on early season river systems. Low water in some areas in September and early October saw a slight decrease in the late season salmon catch on the rivers in Colchester, Cumberland, Pictou and Antigonish counties, although the Margaree River in Cape Breton had one of the best fishing years on record.

Other sport fish catches — brook trout, brown trout, and black bass — were excellent during the early and late seasons with top catches reported from Halifax and Guysborough counties on the mainland and all counties on Cape Breton Island.

TRAVEL INFORMATION DIVISION

Under the departmental reorganization this division came into existence on January 3, 1981, and comprises sections which had previously been in the Marketing Division. No director was appointed for the year, and administration for the Division was handled through the Deputy Minister's office.

Information Bureaus

Tourist Information Centres were operated and maintained at Amherst, Pictou, Port Hastings, Antigonish, on the Bi-Centennial Highway near the Halifax International Airport, Digby and Yarmouth. All except Digby, Pictou and Port Hastings have display areas with graphics, artifacts, and audio-visual displays on the provincial tourism regions. At Amherst, the previous seven individual regional audio visuals were replaced by a multi-image audio visual shown in a small theatre at the Centre.

The Antigonish Tourist Information Centre was operated with the assistance of the Chamber of Commerce, and featured displays on the Sunrise Trail and the Eastern Shore.

In June, a new Tourist Information Centre, constructed under the DREE/Tourism sub-agreement, was opened at Wood Islands, Prince Edward Island, to serve visitors awaiting the ferry to Caribou, Nova Scotia. While the Centre began operations in June, it was officially opened August 19 by the Honourable John M. Buchanan, Q.C., Premier of Nova Scotia, and the Honourable Pierre De Bane, Minister responsible for DREE.

A new gift shop, separate from the Tourist Information Centre, was built at Port Hastings and renovations made to the Tourist Information Centre to improve visitor reception and service. This delayed the opening of the Centre until June.

The Amherst Tourist Information Centre opened on April 15, and the remainder, with a few exceptions, opened on May 15, with closings at the end of October.

A total staff of 71 was employed at Tourist Information Centres, and assistance was given to more than 500,000 visitors. Nearly one million pieces of tourist literature were distributed.

Red Store, Historic Properties

The Information Office in Historic Properties completed its sixth year of operation. The office is located in the Red Store on the

Privateers Wharf, adjacent to the permanent berth of Bluenose II.

The office of the Halifax Visitors and Convention Bureau withdrew its counsellor in December of 1980. However, the two offices maintain a close working relationship to improve information and communication.

During the year, there were 79,974 visitors, a decrease of 5,411. The inclement weather in early summer, and fewer open hours on weekends were the major factors in this decline. The staff also processed 56,732 mail enquiries and 28,175 phone calls.

Distribution Centre

Approximately 3,968,536 pieces of Department of Tourism and private sector literature were distributed to our Tourist Information Offices and Bureaus, Municipal Tourist Bureaus in Nova Scotia, Travel Agents, Tour Wholesalers, Automobile Clubs, the Canadian Government Office of Tourism and Canadian Embassies and Trade Commissions.

Over 96,796 pieces of mail passed through the Distribution Centre postage meter in addition to several thousand letters mailed from the main office in response to inquiries which could not be dealt with by literature alone.

The Distribution Centre packages in excess of 51,300 information kits to be shipped to the Portland, Maine office for their use in answering inquiries.

Editorial Services

The Editorial Services section expanded late in 1979, and continued to step up its activities, originating and disseminating feature stories and photographs to about 600 regional, national and international newspapers and magazines, as well as to the electronic media.

An estimated 85,000 lines of copy promoting Nova Scotia were published as a result of this activity, in a wide variety of publications, particularly across Canada and the United States. In addition, 7,500 captioned photographs were sent out accompanying this material.

Additional attention was given to translation of articles for the Quebec market as well as for use in French publications elsewhere in Canada and the United States.

Editorial Services also carried on regular functions such as assisting other divisions of the department in audio-visual and pro-

motional efforts, preparation of speeches for senior officials of the department, organizing news conferences, preparing news releases, maintaining clipping files and monitoring usage and value of editorial material distributed through the section.

Films

Seven films from the Department film library were shown in the United States, Canada and the European continent.

Films were televised in Canada and the U.S. through the National Film Board, which reported that 24,639,000 Americans and 8,206,000 Canadians viewed the films. Direct screenings resulted in an additional 74,509 Canadians, 463,544 Americans and 578,038 on the Continent viewing Tourism films.

Audio-Visuals

Five audio-visual presentations, produced in-house, were maintained and operated at Tourist Information Centres in Antigonish, Halifax International Airport, Amherst, Wood Islands and Yarmouth. These were viewed by an estimated 300,000 visitors to the province.

To help the camping industry in the province, the section produced "Nova Scotia Outdoors". The program has been shown at outdoor travel shows in Toronto, Cleveland, Boston and Harrisburg, and is available for interested outdoor minded groups.

To assist in promoting Nova Scotia as a site for conventions, the section also produced a slide audio-visual show for use at convention-oriented trade shows, and for direct convention solicitation in Canada and the U.S.

Bluenose II

Bluenose II started her season with a trip to Boston in late May. The vessel was the only Canadian representative to that city's Parade of Sail, commemorating Boston's 350th anniversary. While there, and during the voyage, an American television network devoted most of a half-hour television program to the beginnings of the Nova Scotia fishing industry and to the vessel.

During the season, the vessel visited Sydney for Action Days, Meteghan for the 375th Anniversary of the Acadians, and the Lunenburg Fisheries Exhibition in September. With a crew of 14 plus 6 officers, Bluenose II carried over 8,500 people during her July and August harbour cruises, and generated over $100,000 in revenues from cruises, charters and souvenir sales.

PROVINCIAL RESORT HOTELS

The Pines Resort Hotel, Digby, opened on June 1 and closed on October 13.

Liscomb Lodge, Liscomb Mills, opened on June 1 and closed on October 15.

Keltic Lodge, Ingonish Beach, opened for the summer season on May 29 and closed on October 24. The winter season opened on December 23 and closed on March 31.

The Pines increased its occupancy over the previous fiscal year. Keltic Lodge maintained the same occupancy as the previous year while extending the length of season. Liscomb Lodge increased occupancy over the previous year with the same length of operation.

The Provincial Resorts had booths in several trade shows during the year, and booked increased reservations for the 1981 and 1982 seasons.